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ABSTRACT

The general purpose of the occupational analysis is to provide workable, basic information dealing with the many and varied duties performed in the industrial sales occupation. The document opens with a brief introduction followed by a job description. The bulk of the document is presented in table form. Eight duties are broken down into a number of tasks and for each task a two-page table is presented, showing on the first page: tools, equipment, materials, objects acted upon; performance knowledge (related also to decisions, cues and errors); Safety--hazard; and on the second page: science; math--number systems; and communications (performance modes, examples, and skills and concepts). The duties include: introducing new items; analyzing customers' needs; performing sales presentation; negotiating and completing terms of sales contract with customer; determining results by followup contact; contacting and servicing existing and prospective customers; developing and implementing sales promotion and product promotion plan; and writing reports. The appendix briefly covers safety and hazards, math--number systems, and a behavioral science code dealing with work attitudes and personal qualities. (BP)

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Occupational Analysis

CE 004 178

INDUSTRIAL SALESPERSON

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Instructional Materials Laboratory
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5274

AN ANALYSIS OF THE INDUSTRIAL SALES OCCUPATION

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FOREWORD

The occupational analysis project was conducted by The Instructional Materials Laboratory, Trade and Industrial Education, The Ohio State University in conjunction with the State Department of Education, Division of Vocational Education pursuant to a grant from the U.S. Office of Education.

The Occupational Analysis project was proposed and conducted to train vocational educators in the techniques of making a comprehensive occupational analysis. Instructors were selected from Agriculture, Business, Distributive, Home Economics and Trade and Industrial Education to gain experience in developing analysis documents for sixty-one different occupations. Representatives from Business, Industry, Medicine, and Education were involved with the vocational instructors in conducting the analysis process.

The project was conducted in three phases. Phase one involved the planning and development of the project strategies. The analysis process was based on sound principles of learning and behavior. Phase two was the identification, selection and orientation of all participants. The training and workshop sessions constituted the third phase. Two-week workshops were held during which teams of vocational instructors conducted an analysis of the occupations in which they had employment experience. The instructors were assisted by both occupational consultants and subject matter specialists.

The project resulted in producing one hundred two trained vocational instructors capable of conducting and assisting in a comprehensive analysis of various occupations. Occupational analysis data were generated for sixty-one occupations. The analysis included a statement of the various tasks performed in each occupation. For each task the following items were identified: tools and equipment; procedural knowledge; safety knowledge; concepts and skills of mathematics, science and communication needed for successful performance in the occupation. The analysis data provided a basis for generating instructional materials, course outlines, student performance objectives, criterion measures as well as identifying specific supporting skills and knowledge in the academic subject areas.

PREFACE

In the initial undertaking of this occupational analysis as it would apply to an industrial salesperson the main concern was with a comprehensive procedural analysis; yet at the same time concentrating the analysis to that which is unique to industrial sales. When one speaks in reference to purchasing, one speaks in reference to one basic marketing function. When one speaks in reference to buying and selling new and used cars, one speaks of one essential product. In the area of industrial sales, one refers to thousands of different product functions, required knowledge, and supportive duties. Thus, the essential problem at the outset was to do an occupational analysis as it would be unique only to industrial sales. This is one of the underlying points which needs to be kept upppermost in the mind of the reader.

The approach to this analysis was to eliminate those duties, tasks, performances or knowledge common to sales as it exists on the consumer product or retail level. For purposes of this analysis, it is assumed that one is aware of the common knowledge and techniques found in every-day selling situations on the retail or consumer level.

This analysis begins where this type of selling ends. Again, this occupational analysis is concerned with emphasis on those particular and unique activities as they are encountered by the industrial salesperson. Thus, an analysis would not be done in the areas of approaching or greeting the customer. There is extensive analysis on cost estimations, negotiations and introducing new product lines. It was agreed this approach would allow this occupational analysis to be distinguishable in its own right-and eliminate the confusion with other types of selling.

What developed from this approach is to be found in the following pages. It is the hope of these writers that the reader will not only find a comprehensive and cohesive analysis, but one which will prove beneficial and meaningful in its own right; in its own place; within a given classroom situation.

* It is assumed here that the reader is aware of those distinguishable characteristics.

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JOB DESCRIPTION

Every industrial salesperson must thoroughly know the company he/she represents and the products that his/her company produces. The job may be to handle one-time sales, to introduce new products, to keep orders for established items coming in, or to see that the clients get the best posssible results with the products. He/she may also do a combination of these things. The manner in which the salesperson performs the duties depends to a large extent on whether one sells technical products to business and industry or non-technical products for resale to the general public.

Salespersons of industrial products usually sell merchandise that industry will use in its own business rather than for resale. This merchandise may be machinery or electronic equipment designed to make the company's operation more efficient, or it may be raw materials and parts which will be used in the finished product the company sells. Some salespersons sell fairly standardized items and do not need to be college graduates. However there are instances where salespersons who sell to business and industry will find technical training useful. They must know a great deal about their company's products and policies. They must also have a considerable knowledge of salesmanship.

After the sale has been made and the equipment is installed one may instruct the customer's own employees in the operation and maintenance of the equipment, also may make frequent return visits to be sure that the product sold is working satisfactorily.

Salespersons spend most of their time getting orders from their regular customers for already established lines. They try to increase the size of these orders constantly by helping wholesalers merchandise current stock successfully.

Often in industrial sales, one teaches the representatives of the various companies about products and special promotions. At times, he/she holds conferences with the wholesale salespersons to encourage them to promote the sale of particular products.

The industrial salespersons needs to have a good background in the economics of wholesaling-the necessary margins of profits; budgetary controls, warehousing, inventory control, sales compensation, and sales management. This knowledge enables him/her to help the wholesaler and clients to correct weaknesses and exploit strengths to their mutual benefits. He/she advises the wholesaler and client on such problems as credit and pricing, as well as provide such services as complaint adjustments.

JOB DESCRIPTION (CON'T)

Another aspect to the marketing of industrial products is sales promotion in which the industrial salesperson rarely sells anything but instead tries to promote sales by supplying merchandising advice and services.

He/she displays good will by helping the retailer sell more products and by advising on publicity opportunities, store layouts, displays, exhibits, special events, and direct mail and other advertising media. The industrial salesperson explains the services offered by his/her company, such as in-store demonstrations, special displays, and sales training.

Although industrial salespersons spend most of their time with customers, there are also many non-selling activities connected with their jobs. They must make up lists of prospects, schedule appointments, plan work schedules, handle sales correspondence, and keep expense accounts. They must spend time reading company and business publications and studying price lists and descriptions of new products. They must keep informed about new developments in their field and about conditions in their territory. They are also expected to write reports on the sales made, sales prospects, competitors' products, and credit ratings of their customers.

Duty A **Introducing New Items**

1 Up-date and maintain current product line catalogs
2 Distribute available current literature
3 Interpret new product description(s) to customer
4 Demonstrate new product lines
5 Suggest auxiliary equipment and material
6 Inform customer of new technological changes
7 Examine competitor's products
8 Handle objections

(TASK STATEMENT) UP-DATE AND MAINTAIN CURRENT PRODUCT LINE CATALOGS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Client/customer Product line catalog Trade journals	Select proper catalog Identify old material Remove old material Insert new material	

DECISIONS	CUES	ERRORS
Determine proper time to insert new material	Availability of data	Loss of sales Inappropriate orders

(TASK STATEMENT) UP-DATE AND MAINTAIN CURRENT PRODUCT LINE CATALOGS

SCIENCE	MATH – NUMBER SYSTEMS
Personal qualities Exhibit capacity to ascertain personal qualities of client (skills, knowledge, character, flexibility, learning capacity); to foster trust; to accurately reflect business operation environment and job expectations; to engender clear statement of rational; to listen openly and attentively (without bias) in the communication process; and to exhibit qualities of tact, poise, consideration, graciousness, and imagination Human considerations Grant appropriate regard for customer's unique needs, exhibit capacity to ascertain best service for the particular party type request, show and describe facilities with appropriate speed and clarity, communicate pride in establishment, maintain regard for differing views on maximum efficiency of the operations Physical, emotional, and mental considerations Organization	Use of Numbers (without calculation) Counting Coordinate system Ordering Indexing Coding Ratio Measurement Recording

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehend written instructions	Comprehension, description of mechanism, terminology
Writing	Write information letter to client	Penmanship, spelling, reports (informational), business letters, diction, persuasion, denotation/ connotation, logic, usage
Viewing	Examine charts and plans Catalog	Recognition of symbols, codes, and emblems

(TASK STATEMENT) DISTRIBUTE AVAILABLE CURRENT LITERATURE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Client Manufacturer publication (s) Industrial salesperson's created literature Agency or organizational literature Various approaches: Visit client Mail literature Invite client to firm	Sort literature according to customer's needs Use most appropriate approach to contact customer	

DECISIONS	CUES	ERRORS
Choose most appropriate approach	Organizational structure to determine approach Geographical locations Current economic conditions	Getting material to wrong person Using wrong method of distribution of literature as result of approach

(TASK STATEMENT) DISTRIBUTE AVAILABLE CURRENT LITERATURE

SCIENCE	MATH – NUMBER SYSTEMS
Personal Qualities Exhibit capacity to ascertain personal qualities of client (skills, knowledge, character, flexibility, learning capacity); to foster trust; to accurately reflect business operation environment and job expectations; to engender clear statement of rational; to listen openly and attentively (without bias) in the communication process; and to exhibit qualities of tact, poise, consideration, graciousness, and imagination Professionalism Maintain capacity to foster trust; to foster confidentiality; to foster cooperation; to generate integrity; to cope with conflict behavior; to function efficiently when encountering fast changing, multiple, personal or situational variables; and to exhibit qualities of self-confidence, self-control, self-reliance, self-respect, and adaptability Physical, emotional, and mental considerations Concentration, mental alertness, mental quietude, mental clarity, organization	Use of Numbers (without calculation) Counting Coordinate system Ordering Indexing Coding Ratio Measurement Recording

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Verbal introduction Social	Terminology/General vocabulary, Appropriate diction, Enunciation, Clarity of expression, Dress, Poise, Usage
Reading	Comprehension of catalog	Comprehension, Detail/Inference, Informational reports, Recommendation reports, Physical experiment, Description of mechanism, Terminology
Listening	Conversation Social/business	Concentration, Note taking
Viewing	Illustration	Recognition of symbols, codes, emblems

(TASK STATEMENT) INTERPRET NEW PRODUCT DESCRIPTION TO CUSTOMER

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Presentation vehicles: Written materials and literature Audio-visual equipment and materials Mock-ups	Prepare written and/or oral presentation Identify product features and benefits which are unique and different from existing lines and competitors lines Deliver presentation to client	

DECISIONS	CUES	ERRORS
Determine presentation vehicles or combination thereof	Organizational structure to determine approach Geographical locations Current economic conditions	Vehicle choosen would produce least effective presentation

(TASK STATEMENT) INTERPRET NEW PRODUCT DESCRIPTION TO CUSTOMER

SCIENCE	MATH – NUMBER SYSTEMS
Personal qualities (see appendix) Professionalism (see appendix) Human considerations (see appendix) Basic human inhibitions Excessive preoccupation with past experiences Conditions for healthy and growth-directed job performance Awareness of one's changing emotional states; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally Physical, emotional, and mental considerations Comfort, safety, physical, emotional and intellectual health, attention, concentration, mental clarity, organization	Rational Numbers Fundamental Operations (Calculation) Basic Arithmetic Skills and Concepts Use of Computing Devices and Mechanical Aids Basic Measurement Skills and Concepts Basic Algebra Skills and Concepts Basic Geometry SKills and Concepts Basic Trigonometry Skills and Concepts Basic Probability Skills and Concepts Basic Statistical Skills and Concepts Basic Logic As it may apply: Dependent on nature and use of product Status and competency of client or audience Math - Number Systems (see appendix)

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Verbal introduction	Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage
Reading	Comprehending catalogs	Comprehension, Detail/Inference, Informational reports, Recommendation reports
Listening	Communication	Auditory discrimination, Detection of propaganda devices, Discriminate facts from non-facts, Recognize opinions, Concentration, Logic, Note taking
Viewing	Illustration	Recognition of symbols, codes, emblems

(TASK STATEMENT) DEMONSTRATE NEW PRODUCT LINES

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Actual product Strategic part of the product Audio-visual products Simulations Mock-ups Scale models	Set up presentation equipment Check out equipment Physically demonstrate product Entertain respondents questions Review highlights of presentation Make aware of availability procedures	Safety and Hazard (see appendix)

DECISIONS	CUES	ERRORS
Decide what techniques to utilize to make presentation most effective and emphatic	Facial expression of client Verbal questions Objections	Not gearing presentation to customer needs Lost sale

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(TASK STATEMENT) DEMONSTRATE NEW PRODUCT LINES

SCIENCE	MATH – NUMBER SYSTEMS
Personal qualities (see appendix) Professionalism (see appendix) Human considerations (see appendix) Physical, emotional, and mental considerations Physical, emotional and intellectual health, Attention, Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization Basic human inhibitions Excessive anticipation of expected events; Excessive preoccupation with past experiences, Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment to personal value sets which inhibit open interpersonal communication Conditions for healthy and growth-directed job performance Awareness of one's unlimited intellectual activities; Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables	Fundamental Operations (Calculation), Use of Numbers (without calculation), Set of Real Numbers, Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids. Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [Physically demonstrate product] As it may apply: Dependent on nature and use of product Status and competency of client or audience Math - Number Systems (see appendix)

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Verbal presentation	Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage
Listening	Conversation	Auditory discrimination, Discriminate facts from non-facts, Recognize opinions, Concentration, Logic, Word definition
Viewing	Illustration	Visual analysis, Describing, Recognition of symbols, codes, emblems

(TASK STATEMENT) SUGGEST AUXILIARY EQUIPMENT AND MATERIAL

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Client Actual product and equipment Auxiliary	Determine customer needs Suggest equipment and materials Handle objections Reinforce suggestions	Safety and Hazard (see appendix)

DECISIONS	CUES	ERRORS
Determine method of approach **Determine techniques to use in making suggestions** Determine appropriate quantity and number of equipment and materials	Customer reaction Budget of client Customer needs	Overload customer in inventory Short customer (in appropriate quantity) Failure to suggest at all

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(TASK STATEMENT) SUGGEST AUXILIARY EQUIPMENT AND MATERIAL

SCIENCE	MATH – NUMBER SYSTEMS
Personal qualities (see appendix) Professionalism (see appendix) Human considerations (see appendix) Physical, emotional, and mental considerations Attention, Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization Basic human inhibitions (see appendix) Conditions for healthy and growth-directed job performance Awareness of one's changing emotional states; of changing physical states; of unlimited intellectual activities; of diverse, intuitive (creative) capacities; to perceive, quickly integrate, and function well in the face of unexpected situational variables; and to maintain open-mindedness and composure in the far seemingly different, eccentric, or clashing values expressed behaviorally or verbally	Fundamental Operations (Calculation), Use of Numbers (without calculation), Set of Real Numbers, Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concpets, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [In handling objections, determining customer needs, reference suggestions] As it may apply: Dependent on nature and use of product Status and competency of client or audience Math - Number Systems

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Verbal persuasion	Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Facial and body features, Dress, Poise, Usage
Listening	Conversation	Discriminate facts from non-facts, Recognize opinions, Concentration, Logic, Word definition, Note taking

(TASK STATEMENT) INFORM CUSTOMER OF NEW TECHNOLOGICAL CHANGES

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Client Trade journals Industry periodicals and publications Samples Testimonials: Documentation Supportive data	Question customer on current operational methods Highlight product features and benefits Present product relating to current or projected needs Meet objections Supply client with written data and supportive documentation Create vehicle for client to be trained and educated in the technological change	Safety and Hazard (see appendix)
DECISIONS	**CUES**	**ERRORS**
Technique and methodology of informing client How much information to provide	Size and nature of operation Client's background within industry	Wrong amount of information (too much or too little)

(TASK STATEMENT) INFORM CUSTOMER OF NEW TECHNOLOGICAL CHANGES

SCIENCE	MATH – NUMBER SYSTEMS
Personal qualities (see appendix) Professionalism (see appendix) Human consideration (see appendix) Physical, emotional, and mental considerations Attention, Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization Basic human inhibitions (see appendix) Conditions for healthy and growth-directed job performance Awareness of one's diverse, intuitive (creative) capacities; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally; Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables	Set of Real Numbers [As applied to new product features and benefits], Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic As it may apply: Dependent on nature and use of product Status and competency of client or audience Math - Numbers Systems (see appendix)

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Verbal presentation	Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage
Listening	Interpret objections	Auditory discrimination, Detection of propaganda devices, Discriminate fact from non-fact, Recognize opinions, Concentration, Logic, Word definition and Note taking

(TASK STATEMENT) EXAMINE COMPETITORS' PRODUCT(S)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD 25
Competitors' product(s) Competitors' operational procedure Research and development	Identify competitors and products Seek out location of product Buy product where applicable and test or use Observe product in operation	Safety and Hazard (see appendix)

DECISIONS	CUES	ERRORS
Determine competitors' strengths and weaknesses Determine best potential market	Share of the market segment of competitors	Improper analysis Failing to recognize competitors or competitors' product lines

(TASK STATEMENT) EXAMINE COMPETITORS' PRODUCT(S)

SCIENCE	MATH – NUMBER SYSTEMS
Personal qualities Exhibit capacity to listen openly and attentively (without bias) in this communication process; Exhibit capacity of tact, poise, consideration, graciousness, and imagination Professionalism Exhibit qualities of self-confidence, self-control, self-reliance, self-respect, and adaptability Physical, emotional, and mental considerations Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, organization Basic human inhibitions (see appendix) Conditions for healthy and growth-directed job performance Awareness of one's diverse, intuitive (creative) capacities	Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [as applicable to analysis] As it may apply: Dependent on nature and use of product Status and competency of client or audience Math - Number Systems (see appendix)

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehension of data	Comprehension, Speed/Rate, Detail/Inference, Informational reports, Recommendation reports, Physical experiment, Description of mechanism, Terminology
Listening	Presentations	Auditory discrimination, Discriminate facts from non-facts, Concentration, Logic, Noise discrimination
Viewing	Illustration	Visual analysis, Recognition of symbols and codes, emblems

(TASK STATEMENT) HANDLE OBJECTIONS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Client or customer	Repeat objection in order to clarify and understand Counteract objection by converting into a selling point	

DECISIONS	CUES	ERRORS
Decide technique to employ in counteracting objection **Determine what and when to anticipate objections**	Client's statements, lack of response Client's attitude	Failure to recognize objection when encountered Down grading competitors' product(s) Arguing with customer

(TASK STATEMENT) HANDLE OBJECTIONS

SCIENCE	MATH – NUMBER SYSTEMS
Personal qualities (see appendix) Professionalism (see appendix) Human consideration (see appendix) Physical, emotional, and mental considerations Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization Basic human inhibitions Excessive anticipation of expected events Excessive preoccupation with past experiences Excessive preoccupation with fantasy Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines) Excessive attachment to personal value sets which inhibit open interpersonal communication Excessive mental activity to the complete exclusion of intuitive body expressions	Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [as applicable to conversion] As it may apply: Dependent on nature and use of product Status and competency of client or audience Math - Number Systems (see appendix)

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Listening	Conversation	Auditory discrimination, Discriminate facts from non-facts, Recognize opinions, Word definition, Note taking
Speaking	Verbal persuasion	Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage
Viewing	Illustration	Recognition of symbols, codes, emblems

Duty B Analyzing Customer Needs

1 Determine customer need (s)
2 Observe and determine clients operational problems
3 Relay customer needs to research and development
4 Determine specific equipment to meet customers needs
5 Decide specific material to meet customer need (s)

(TASK STATEMENT) DETERMINE CUSTOMER NEED(S)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Client Customer	Employ questioning techniques as they apply to clients operation (scope of operation) Observe as a follow-up to questioning techniques Determine job to be done	Safety and Hazard (see appendix)

DECISIONS	CUES	ERRORS
Determine if a product to fill a client's need is available	Awareness of outside influences such as financial conditions	Misinterpreting real need for a secondary or superficial need *a great deal of emphasis needs to be made here with techniques and methodology of questioning (see communication)

(TASK STATEMENT) DETERMINE CUSTOMER NEED(S)

SCIENCE	MATH – NUMBER SYSTEMS
Personal qualities Exhibit capacity to ascertain personal qualities of client (skills, knowledge, character, flexibility, learning capacity) Professionalism Maintain capacity to function efficiently when encountering fast changing, multiple, personal or situational variables; Exhibit qualities of self-confidence, self-control, self-reliance, self-respect, and adaptability Physical, emotional, and mental considerations Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental clarity, mental quietude, organization Basic human inhibitions (see appendix)	Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [as applicable to determining customer need] As it may apply: Dependent on nature and use of product Status and competency of client or audience Math - Number Systems (see appendix)

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Verbal questions	Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage
Listening	Customer's needs	Auditory discrimination, Detection of propaganda devices, Recognition of opinions, Concentration, Logic, Note taking

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(TASK STATEMENT) OBSERVE AND DETERMINE CLIENT'S OPERATIONAL PROBLEMS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Existing facilities Existing equipment Existing materials Existing operation Client's operational philosophy (market share, distribution, etc.)	Discuss with client operational procedures Decipher operational strengths and weaknesses Physically observe operation to confirm judgement on strengths and weaknesses Advise client on operational problems Suggest methods and procedures to improve	Safety and Hazard (see appendix)

DECISIONS	CUES	ERRORS
Determine best method of operation pertaining to this client	Production inefficiency, excessive costs, duplication of efforts	Inability to properly inform on best and most efficient operation in reducing costs

(TASK STATEMENT) OBSERVE AND DETERMINE CLIENT'S OPERATIONAL PROBLEMS

SCIENCE	MATH – NUMBER SYSTEMS
Personal qualities (see appendix) Professionalism (see appendix) Human considerations (see appendix) Physical, emotional, and mental consideration Attention, Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization Basic human inhibitions Excessive anticipation of expected events Excessive preoccupation with fantasy Excessive preoccupation with past experiences Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines) Excessive attachment to personal value sets which inhibit open interpersonal communication Excessive mental activity to the complete exclusion of intuitive body expression	Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Statistical Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Logic, Basic Geometry Skills and Concepts, [in order to advise client properly] As it may apply: Dependent on nature and use of product Status and competency of client or audience Math - Number Systems (see appendix)

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Verbal questioning techniques	Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage
Listening	Conversation	Auditory discrimination, Discriminate facts from non-facts, Recognize opinions, Concentration
Viewing	Illustration or viewing equipment	Visual analysis, Detail/Inference, Color discrimination, Recognition of symbols and codes, emblems

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(TASK STATEMENT) RELAY CUSTOMER NEEDS TO RESEARCH AND DEVELOPMENT

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD
Product or problem Written data Written analysis Research and Development people* Parts or material (given by client) Sample of work to be done *Some Research and Development departments may vary in scope and sophistication depending on nature and **size of company salesperson is representing**	Collect and organize all relevant information and material to Research and Development department Present facts and problems to Research and Development department Collect Research and Development analysis report Analyze report from Research and Development in relationship to customer needs	

DECISIONS	CUES	ERRORS
Determine and eliminate irrelevant information	Company procedure to follow in presentation of analysis for Research and Development department	Not having significant data to present to Research and Development

(TASK STATEMENT) RELAY CUSTOMER NEEDS TO RESEARCH AND DEVELOPMENT

SCIENCE	MATH – NUMBER SYSTEMS
Personal qualities Exhibit capacity to accurately reflect business operation environment and job expectations Professionalism Maintain capacity to function efficiently when encountering fast changing, multiple, personal or situational variables; Exhibit qualities of self-confidence, self-control, self-reliance, self-respect, and adaptability Physical, emotional, and mental considerations Attention, Obervation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables	Set of Real Numbers, Fundamental Operations (Calculation), Use of Numbers (without calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [in order to properly inform Research and Development] As it may apply: Dependent on nature and use of product Status and competency of client or audience Math - Number Systems (see appendix)

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Deliver oral instruction	Terminology, Diction, Clarity of expression, Denotation/Connotation, Logic
Reading	Comprehend written reports	Comprehension, Detail/Inference, Informational reports, Recommendation reports, Physical experiment, Description of mechanism
Writing	Write informative report	Penmanship, Spelling, Reports, Business letters, diction, clarity of expressions, persuasion, denotation/connotation, logic
Listening	Discriminate reports	Auditory discrimination, Discriminate facts from non-facts, Recognize opinions, Concentration, Note taking

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(TASK STATEMENT) DETERMINE SPECIFIC EQUIPMENT TO MEET CUSTOMER(S) NEED

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Written recomendations from Research and Development department Original data collected by sales-person Reports on capabilities of equipment production and delivery by home company	Read report from Research and Development department Synthesized with original data collected As result, list possible alternatives Consult with sales manager Individually or collectively choose specific equipment	

DECISIONS	CUES	ERRORS
Select proper alternative(s)	Time from original meeting to selection of equipment is reasonable	Select wrong alternative which will reflect on selecting wrong equipment

(TASK STATEMENT) DETERMINE SPECIFIC EQUIPMENT TO MEET CUSTOMER(S) NEED

SCIENCE	MATH – NUMBER SYSTEMS
Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment Conditions for healthy and growth-directed job performance Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally Physical, emotional, and mental considerations Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, organization	Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [as it may apply to meeting needs] As it may apply: Dependent on nature and use of product Status and competency of client or audience Math - Number Systems (see appendix)

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehend written reports	Comprehension, Detail/Inference, Enunciation, Informational reports, Recommendational reports, Physical experiment, Description of mechanism, Terminology
Viewing	Interpret illustration	Visual analysis, Logic, Recognition of symbols, codes, emblems

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(TASK STATEMENT) DECIDE SPECIFIC MATERIAL TO MEET CUSTOMER NEEDS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Actual auxiliary materials Material data	Compile list of relevant material, auxiliary, to be used in conjunction with equipment Rank in order of priority, in conjunction with client Individually or collectively choose auxiliary material	

DECISIONS	CUES	ERRORS
Determine financial status	Production or use capacity	Wrong selection of relevant and pertinent material

(TASK STATEMENT) DECIDE SPECIFIC MATERIAL TO MEET CUSTOMER NEEDS

SCIENCE	MATH – NUMBER SYSTEMS
Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment Physical, emotional, and mental consideration Attention, Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization Conditions for healthy and growth-directed job performance Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally	Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [as it may apply to meeting needs of customer] As it may apply: Dependent on nature and use of product Status and competency of client or audience Math - Number Systems (see appendix)

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Writing	Write informative report	Penmanship, Spelling, Classification, Description, Reports, Business letters, Terminology
Reading	Pertinent data	Comprehension, Informational reports, Recommendation reports, Progress report, Description of mechanism, Definition, Terminology

Duty C Performing Sales Presentation

1 Adjust sales presentation to customers needs and operation
2 Determine most appropriate sales presentation formula(s) and steps
3 Plan presentation timing
4 Perform actual sales presentation
5 Utilize questioning techniques to determine potential objections
6 Stimulate customer by involvement in presentation (response)
7 Demonstrate product line knowledge, stressing product features and benefits
8 Maintain visual impact through demonstration
9 Incorporate company's image, policies and procedures in presentation
10 Close sales presentation

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(TASK STATEMENT) ADJUST SALES PRESENTATION TO CUSTOMERS' NEEDS AND OPERATIONS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD 11
Client Supplemental presentation material Analysis data (of operation) Product analysis data	Select data relevant to client's operation Incorporate relevant material into logical order Take logical sequence of information and plug into sales presentation	

DECISIONS	CUES	ERRORS
Decide what to add and delete in presentation	ata, customer's needs, client's objections	Ineffective sales presentation Presentation not geared to central issue

(TASK STATEMENT) ADJUST SALES PRESENTATION TO CUSTOMER'S NEEDS AND OPERATIONS

SCIENCE	MATH – NUMBER SYSTEMS
Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Communicate pride in establishment; Show and describe facilities with appropriate speed and clarity Physical, emotional, and mental considerations Attention, Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables	Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Cal ulation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [as it applies to client's operations] As it may apply: Dependent on nature and use of product Status and competency of client or audience Math - Number Systems (see appendix)

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehend written reports	Comprehension, Detail/Inference, Informatio·al reports, Recommendation reports, Progress reports, Physical experiment, Proposals, Description of mechanism, Definition, Terminology
Viewing	Illustration	Visual analysis, Logic, Recognition of symbols, codes, emblems

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(TASK STATEMENT) DETERMINE MOST APPROPRIATE SALES PRESENTATION FORMULAS AND STEPS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Customer feedback Sales manager expertise All relevant analysis data **Standardized sales technique formulas**	Review research analysis Consider audience Consider product Blend all facets of data and considerations into presentation	

DECISIONS	CUES	ERRORS
Determine amount of allotted time for presentation	Client's operations and operational problems	Wrong selection of presentation producing ineffective demonstration

(TASK STATEMENT) DETERMINE MOST APPROPRIATE SALES PRESENTATION FORMULAS AND STEPS

SCIENCE	MATH – NUMBER SYSTEMS
Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally **Physical**, emotional, and mental considerations Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental mental clarity, organization	Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [as it may apply to audience] As it may apply: Dependent on nature and use of product Status and competency of client or customer Math - Number Systems (see appendix)

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehend written reports	Comprehension, Informational reports, Recommendation reports, Progress reports, Physical experiment, Proposals, Description of mechanism, Definition, Terminology
Listening	Conversation	Auditory discrimination, Discriminate facts from non-facts, Recognize opinions, Concentration, Logic, Word definition, Note taking

(TASK STATEMENT) PLAN PRESENTATION TIMING

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARDS
Audio-visual tools All written analysis Equipment and materials to be used in actual presentation	Establish appointment with client Determine which tools to incorporate into presentation Plan sequence of presentation Rehearse presentation according to sequence	

DECISIONS	CUES	ERRORS
Determine what tools and equipment will be most effective with regard to framework allowed to work in	Where it will take place People involved (group v. individual) **Flexibility of allotted time when setting appointment**	**Run over on allotted time** Taking too much time with one item of a presentation

(TASK STATEMENT) PLAN PRESENTATION TIMING

SCIENCE	MATH – NUMBER SYSTEMS
Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment Physical, emotional, and mental considerations Attention, Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally	Use of Numbers (without calculation) Counting Coordinate system Ordering Indexing Coding Ratio Measurement Recording

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COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Deliver message	Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Usage
Viewing	Illustration	Visual analysis, Logic, Detail/Inference, Recognition of symbols, codes, emblems
Reading	Written reports and instructions	Comprehension, Detail/Inference, Informational reports, Recommendation reports, Physical experiment, Proposals, Description of mechanism, Definition, Terminology

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(TASK STATEMENT) PERFORM ACTUAL SALES PRESENTATION

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD 47
Customer(s) Supportive visuals, equipment and data	Perform general steps of sale: Approach customer (greeting) Introduce and present product Demonstrate the product Involve customer Meet objections Recap and review Close sale Follow-up sale	

DECISIONS	CUES	ERRORS
Determine amount of emphasis on each step	Read customer reactions (facial and questions, etc.)	Omit important step resulting in ineffective presentation Failure to give customer a chance to take action

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(TASK STATEMENT) PERFORM ACTUAL SALES PRESENTATION

SCIENCE	MATH – NUMBER SYSTEMS
Personal qualities (see appendix) Professionalism (see appendix) Human considerations (see appendix) Physical, emotional, and mental considerations Attention, Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization Basic human inhibitions (see appendix) Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally	Use of Numbers (wihtout calculation) Counting Coordinate system Ordering Indexing Coding Ratio Measurement Recording Fundamental Operations (calculation) Addition, subtraction, multiplication, division algorithm Order of operations, i.e., use of parentheses in simplifying arithmetic expressions Basic arithmetic skills and concepts [as a reinforcement or emphasis during presentation]

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Deliver oral presentation	Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage
Listening	Comprehend objections	Auditory discrimination, Detection of propaganda devices, Discriminate fact from non-fact, Recognize opinions, Concentration, Logic
Viewing	Comprehend illustrations	Visual analysis, Logic, Detail/Inference, Color discrimination, Recognition of symbols, codes, emblems

(TASK STATEMENT) UTILIZE QUESTIONING TECHNIQUES TO DETERMINE POTENTIAL OBJECTIONS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Client	Evolve awareness of questioning techniques available: Reflective Overhead Directed etc.	

DECISIONS	CUES	ERRORS
Determine best time to ask questions Determine what questions to ask as listed above Determine which questions best apply to various potential objections	Responses from questions Lack of customer attention and participation	Failure to perceive which questions will bring out customer response and interest

(TASK STATEMENT) UTILIZE QUESTIONING TECHNIQUES TO DETERMINE POTENTIAL OBJECTIONS

SCIENCE	MATH – NUMBER SYSTEMS
Personal qualities (see appendix) Professionalism (see appendix) Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment Physical, emotional, and mental considerations Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, and organization Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behavioral or verbally	Use of Numbers (without calculation) Counting, coordinate system, ordering, indexing, coding, ratio, measurement, and recording Fundamental Operations (calculation) Addition, subtraction, multiplication, and division algorithms, order of operations, i.e., use of parentheses in simplifying arithmetic expressions Basic arithmetic skills and concepts [as a questioning device] As it may apply: Dependent on nature and use of product Status and competency of client or audience

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Delivering oral question techniques	Terminology, diction, implying, enunciation, clarity of expression, persuasion, denotation/connotation, poise, usage
Listening	Conversation	Auditory discrimination, detection of propaganda devices, discrminate facts for non-facts, recognize opinions, concentration, logic

(TASK STATEMENT) STIMULATE CUSTOMER BY INVOVEMENT IN PRESENTATION (RESPONSE)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Client Supportive data Product itself Simulation and simulation materials and devices	Determine open and leading statements Initiate open ended statements Stimulate by appealing to customer's physical senses Anticipate response React to customer's response (positively) Reinforce by repetition (in demonstration)	Safety and Hazard (see appendix)

DECISIONS	CUES	ERRORS
Determine how to appeal to customer's physical senses Determine what physical senses to appeal to	Customer's needs Customer's problems Customer's interests	Presentation which fails to involve customer and stimulate his/her interest

(TASK STATEMENT) STIMULATE CUSTOMER BY INVOLVEMENT IN PRESENTATION (RESPONSE)

SCIENCE	MATH – NUMBER SYSTEMS
Personal qualities (see appendix) Professionalism (see appendix) Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment Conditions for healthy and growth-dir[illegible]ob performance Capacity to perceive, quickly int[illegible], and function well in the face of unexpected s[illegible]nal variables; Capacity to maintain open-mindedn[illegible] and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally Physical, emotional, and mental considerations: Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity & organization	Use of Numbers (without calculation) Counting, coordinate system, ordering, indexing, coding, ratio, measurement, recording Fundamental Operations (calculation) Addition, subtraction, multiplication, and division algorithm, order of operation, i.e., use of parentheses in simplifying arithmetic expressions Basic arithmetic skills and concepts [as an involvement device] As it may apply: Dependent on nature and use of product Status and competency of client or audience

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Listening	Conversation	Auditory discrimination, Detection of propaganda devices, Descriminate facts from non-facts, Recognize opinions, Concentration, Logic
Viewing	Illustration	Visual analysis, Logic, Detail/Inference, Color discrimination, Recognition of symbols, codes, emblems
Speaking	Deliver presentation	Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage

(TASK STATEMENT) DEMONSTRATE PRODUCT LINE KNOWLEDGE STRESSING FEATURES AND BENEFITS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Customer Supportive data Product analysis Research and Development	Initiate and complete standard feature benefit analysis (using standard format) Determine how features benefit can best be demonstrated Practice actual physical demonstation of product Revise demonstration Incorporate into sales presentation	Safety and Hazard (see appendix)

DECISIONS	CUES	ERRORS
Determine how benefits compliment features **Decide which benefits and features are primary and which are secondary**	Customer's need Customer's operation Customer's personal	Stressing benefit not applicable to client's operation

(TASK STATEMENT) DEMONSTRATE PRODUCT LINE KNOWLEDGE STRESSING FEATURES AND BENEFITS

SCIENCE	MATH – NUMBER SYSTEMS
Personal qualities (see appendix) Professionalism (see appendix) Human consideration Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment Conditions for healthy and growth-directed job performance Capacity to percieve, quickly integrate, and funciton well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally Physical, emotional, and mental consideration: Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, & organization	Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [as applicable to stressing features and benefits] As it may apply: Dependent on nature and use of product Status and competency of client or audience Math – Number Systems (see appendix)

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Deliver oral presentation	Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage
Writing	Write informative presentation	Penmanship, Spelling, Classification, Description, Terminology, Appropriate diction, Clarity of expression, Persuasion, Logic, Usage
Listening	Interpret objections	Auditory discrimination, Discriminate facts from non-facts, Recognize opinions, Concentration, Noise discrimination

(TASK STATEMENT) MAINTAIN VISUAL IMPACT THROUGH DEMONSTRATION

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Client Audio-visual equipment and material Simulations Mock-ups Supportive data and analysis information represented in form of graphs and charts	Observe meeting room and/or physical facilities where presentation will transpire Select demonstration equipment and material which will facilitate presentation Check-out and test demonstration equipment to determine if operable Design, create and produce visuals to be used in demonstration	

DECISIONS	CUES	ERRORS
Determine which visuals will produce greatest impact in demonstration	Physical facilities Access to equipment Size and make-up of audience	Inappropriate visuals - producing ineffective demonstration Loss of client interest

(TASK STATEMENT) MAINTAIN VISUAL IMPACT THROUGH DEMONSTRATION

SCIENCE	MATH – NUMBER SYSTEMS
Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment Conditions for healthy and growth-directed job performance Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally; Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables Physical, emotional, and mental considerations: Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, and organization	

COMMUNICATIONS		
PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Viewing	Illustration	Visual analysis, Memory, Logic, Description, Recognition of symbols, codes, emblems
Writing	Written design	Penmanship, Spelling, Classification, Description, Reports, Terminology, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Usage

(TASK STATEMENT) INCORPORATE COMPANY'S IMAGE, POLICIES AND PROCEDURES IN PRESENTATION

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Client Historical data of company Detailed description of policies and procedures Testimonials	Select most appropriate information as applicable to client's situation Incorporate into introduction of presentation Slant company's image, policies and procedures to client for sake of impact	

DECISIONS	CUES	ERRORS
Distinguish between primary, secondary, and supportive information as it applies to image, procedures Determine appropriate information in order to avoid limiting one's self	New and existing customer **Client's position in market place**	Use too much insignificant and unappropriate information

(TASK STATEMENT) INCORPORATE COMPANY'S IMAGE, POLICIES AND PROCEDURES IN PRESENTATION

SCIENCE	MATH – NUMBER SYSTEMS
Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment **Conditions for healthy and growth-directed job performance** Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally **Physical, emotional, and mental considerations** **Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, and organization**	Use of Numbers (without calculation) **Counting** **Coordinate system** **Ordering** **Indexing** **Coding** **Ratio** **Measurement** **Recording**

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehend written reports	Comprehension, Detail/Inference, Informational reports, Recommendation reports, Progress reports, Physical experiment, Description of mechanism, Definition, Terminology
Viewing	Illustration	Visual analysis, Memory, Logic, Recognition of symbols, codes, emblems

(TASK STATEMENT) CLOSE SALES PRESENTATION

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Client or customer	Decide when appropriate time for close Recap and highlight primary points of presentation (sales) Initiate trial close Evaluate customer's response to trial close Ask for sale	

DECISIONS	CUES	ERRORS
Determine when to close (timing involved)	Customer's response	Failure to close and ask for sale

(TASK STATEMENT) CLOSE SALES PRESENTATION

SCIENCE	MATH – NUMBER SYSTEMS
Personal qualities (see appendix) Professionalism (see appendix) Human considerations (see appendix) Physical, emotional, and mental considerations Attention, Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization Basic human inhibitions Excessive anticipation of expected events; Excessive preoccupation with fantasy; Excessive preoccupation with past experiences Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally	Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [as it may apply to close] As it may apply: Dependent on nature and use of product Status and competency of client and/or audience Math - Number Systems (see appendix)

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COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Deliver oral instruction	Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage
Listening	Interpret objections	Auditory discrimination, Discriminate facts from non-facts, Recognize opinions, Concentration
Viewing	Illustration or actual product	Visual analysis, Logic, Detail/Inference, Recognition of symbols, codes, emblems

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Duty D Negotiating and Completing Terms of Sales Contract with Customer

1 Estimate bids for base product or materials
2 Estimate transportation cost
3 Estimate installation cost
4 Estimate product modification cost
5 Estimate auxiliary equipment and/or material cost
6 Submit bid for approval
7 Expedite order from manufacturer
8 Draw contract in proper legal form

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(TASK STATEMENT) ESTIMATE BID(S) FOR BASE PRODUCT OR MATERIAL

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TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
All reference of data material Research and Development Sales manager	Consult all pertinent data relevant to job or product requirements Review customer's operation Incorporate any supportive or Research and Development data Consult cost charts or book Compute bid cost Draft actual bid Finalize details Present to client	

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DECISIONS	CUES	ERRORS
Match material and cost Determine cost within limitations of client	Limits set by client Specifications set by client	Under or over estimation

(TASK STATEMENT) ESTIMATE BID(S) FOR BASE PRODUCT OR MATERIAL

SCIENCE	MATH – NUMBER SYSTEMS
Personal qualities (see appendix) Professionalism (see appendix) Human considerations (see appendix) Basic Human inhibitions (see appendix) Conditions for healthy and growth-directed job performance Capacity to percieve, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally Physical, emotional, and mental considerations Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, and organization	Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Geometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic As it may apply: Dependent on nature and use of product Status and competency of client or audience Math - Number Systems (see appendix)

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehend written reports	Comprehension, Informational reports, Recommendation reports, Progress reports, Physical experiment, Proposals, Description of mechanism, Definition, Terminology
Listening	Conversation	Auditory discrimination, Detection of propaganda devices, Discriminate facts from non-facts, Recognize opinions, Concentration, Logic
Viewing	Audio-visual equipment presentation	Visual analysis, Logic, Detail/Inference, Recognition of symbols, codes, emblems

(TASK STATEMENT) ESTIMATE TRANSPORTATION COST

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Common carriers Bill of lading Transportation documents and forms Transportation insurance forms and documents Size and weight of load or order Routes (as they effect cost and element of time)	Calculate time to ship Calculate size and weight of order Select proper (most efficient and economical) carrier Contact selected carrier Instruct carrier on pick-up destination and any other pertinent information Initiate transportation format documents, to include insurance of materials and order Follow-up order concerning actual delivery	
DECISIONS	**CUES**	**ERRORS**
Choose most efficient and economical carrier Determine method of calculations	Time of customer need Client budget Environmental conditions	Choosing wrong mode of transportation

(TASK STATEMENT) ESTIMATE TRANSPORTATION COST

SCIENCE	MATH – NUMBER SYSTEMS
Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment Conditions for healthy and growth-directed job performance Capacity to percieve, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally Physical, emotional, and intellectual health: Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, and organization	Fundamental Operations (Calculation), Use of Numbers (without calculation), Set of Real Numbers, Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts [As applicable to transportation charges and nature of product being transported]

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehend written calculations	Comprehension, Detail/Inference, Informational reports, Recommendation reports, Progress reports, Physical experiment, Proposals, Description of mechanism, Definition, Terminology
Listening	Technical conversation	Auditory discrimination, Discriminate facts from non-facts, Recognize opinions, Concentration, Logic, Word definition
Viewing	Illustrations	Visual analysis, Logic, Recognition of symbols, codes, emblems

(TASK STATEMENT) ESTIMATE INSTALLATION COST

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD 66
Subcontractors Client's facilities Client's location Client's accessability	Select labor (men) to install (outside concern or plant personnel) Select most advantageous location for material and equipment Locate accessability of in-plant utilities Follow-up and or supervise sub-contractors (if needed) Make allowances for any adverse weather conditions Calculate (compute) and advise client of cost with regards to above steps	

DECISIONS	CUES	ERRORS
Determine method of calculation **Decide number of considerations** **Decide who to select for contract work**	Actual physical facilities Size of equipment Client's budget **Desirability of location**	Miscalculate installation cost

(TASK STATEMENT) ESTIMATE INSTALLATION COST

SCIENCE	MATH – NUMBER SYSTEMS
Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity Physical, emotional, and mental considerations Mental alertness, Mental quietude, Mental clarity, Organization Basic human inhibitions (see appendix) Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally	Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Geometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [in arriving at cost of installation] As it may apply: Dependent on nature and use of product Status and competency of labor force or sub-contracts of clients or audience Math - Number Systems (see appendix)

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Deliver oral instructions	Terminology, Diction, Clarity of expression, Persuasion, Denotation/ Connotation, Logic, Usage

(TASK STATEMENT) ESTIMATE PRODUCT MODIFICATION COST

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Equipment and materials requiring modification Nomenclature of equipment or material Engineers and Research and Development	Consult with Research and Development engineers (or both) Interpret and advise client of feasibility or required modification React to client response Reevaluate original decision (if necessary) Relay to client any new or alternative decision regarding modification Enact proper forms to initiate modification Compute and calculate modification cost	Safety and Hazard (see appendix)

DECISIONS	CUES	ERRORS
Determine feasibility of product modification Determine actual cost of modification	Client's operation Written data	Inappropriate analysis affecting cost estimate (high or low)

(TASK STATEMENT) ESTIMATE PRODUCT MODIFICATION COST

SCIENCE	MATH – NUMBER SYSTEMS
Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity Conditions for healthy and growth-directed job performance Awareness of one's diverse, intuitive (creative) capacities; Awareness of one's unlimited intellectual activities; Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally	Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Geometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [as applicable to arriving at modification cost] As it may apply: Dependent on nature and use of product Status and competency of client or audience Math - Number Systems (see appendix)

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehend written reports	Comprehension, Detail/Inference, Speed/Rate, Recommendation reports, Definition, Progress reports
Writing	Deliver written report	Penmanship, Spelling, Classification, Memo format, Description, Persuasion and Sales technique, Denotation/Connotation, Logic, Usage
Speaking	Consulting resource people/client	Terminology, Clarity of expression, Persuasion and Sales technique, Logic and diction

(TASK STATEMENT) ESTIMATE AUXILIARY EQUIPMENT AND/OR MATERIAL COST

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Catalog of auxiliary equipment Auxiliary equipment price list Actual auxiliary equipment Client	Select auxiliary equipment which facilitates client's operation or equipment Suggest auxiliary equipment Relate cost of auxiliary equipment to the operation Compute cost of auxiliary equipment	

DECISIONS	CUES	ERRORS
Determine what auxiliary equipment is condusive to client's operation Determine quantity and quality of auxiliary equipment and materials	Existing equipment Business operation of clients	Failure to trade-up or increase sale

(TASK STATEMENT) ESTIMATE AUXILIARY EQUIPMENT AND/OR MATERIAL COST

SCIENCE	MATH – NUMBER SYSTEMS
Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity Communicate pride in establishment Conditions for healthy and growth-directed job performance Awareness of one's diverse, intuitive (creative) capacities; Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally	Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Geometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [in arriving as auxiliary and equipment and material cost] As it may apply: Dependent on nature and use of auxiliary equipment and material Status and competency of client or audience Math - Number Systems (see appendix)

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Deliver oral communication	Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage
Listening	Conversation	Auditory discrimination, Discrimination of facts from non-facts, Recognition of opinions, Concentration
Viewing	Illustrations	Visual analysis, Logic, Detail/Inference, Recognition of symbols, codes, emblems

(TASK STATEMENT) SUBMIT BID FOR APPROVAL

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Salesperson*	Review all cost estimates for accuracy	
Sale manager or superior*	Add or delete any revisions to bid	
Cost estimates	Submit actual bid	
*Some manufacturing concerns may have one or more individuals whose sole responsibility is approving or disapproving bids	Follow-up bid	
	Resubmit bid if originally disapproved	

DECISIONS	CUES	ERRORS
Decide who to submit to	Rejection of bid - either by client or home office	Bid too high or low
Determine what revisions needed to be made with regards to original bid		Failure to take into account all pertinent considerations

(TASK STATEMENT) SUBMIT BID FOR APPROVAL

SCIENCE	MATH – NUMBER SYSTEMS
Human consideration Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity Communicate pride in establishment Conditions for healthy and growth-directed job performance Awareness of one's diverse, intuitive (creative) capacities; Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally	Use of Numbers (without calculation) Counting Coordinate system Ordering Indexing Coding Ratio Measurement Recording

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehend written reports	Comprehesion, Detail/Inference, Informational reports, Recommendation reports, Progress reports, Physical experiment, Proposals, Description of Mechanism, Definition, Terminology
Writing	Prepare written report	Penmanship, Spelling, Classification, Description, Reports, Business letter and terminology, Appropriate diction, Logic, Usage, Clarity of expression

(TASK STATEMENT) EXPEDITE ORDER FROM MANUFACTURER

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD
Purchase order and purchase order number Carrier and its indentification	Schedule shipping date in conjunction with client's specified arrival time Confirm actual shipment and date Follow-up confirmation of purchase order Follow-up confirmation of carrier	

DECISIONS	CUES	ERRORS
Determine method of follow-up to include letter, phone, teletype or purchase order number	Confirmation of order, carrier confirmation	Failure to properly execute order

(TASK STATEMENT) EXPEDITE ORDER FROM MANUFACTURER

SCIENCE	MATH – NUMBER SYSTEMS
Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity Basic human inhibitions Excessive anticipation of expected events, Excessive preoccupation with past experiences; Excessive preoccupation with fantasy; Excessive attachment to fixed-projected time sets (e.s. schedules, appointments, deadlines)	Use of numbers (without calculation) Counting Coordinate system Ordering Indexing Coding Ratio Measurement Recording

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COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Writing	Confirm written instructions	Penmanship, Spelling, Classification, Description, Reports, Terminology, Business letter, Clarity of expression
Speaking	Deliver oral instruction	Terminology, Diction, Implying, Enunciation, Logic, Usage

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(TASK STATEMENT) DRAW CONTRACT IN PROPER LEGAL FORM

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Legal department or individual Contract format Client	Determine essentials of a legal contract Specify performance procedures Incorporate conditions and purposes of agreement Finalize contract in proper legal form (to confirm) Specify terms of agreement	

DECISIONS	CUES	ERRORS
Decide on content of contract	Client's signature Client's acceptance or rejection of terms and content	Illegal or unbending contract

(TASK STATEMENT) DRAW CONTRACT IN PROPER LEGAL FORM

SCIENCE	MATH – NUMBER SYSTEMS
Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity Basic human inhibitions Excessive anticipation of experiences; Excessive preoccupation with fantasy; Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines)	Use of Numbers (without calculation) Counting Coordinate system Ordering Indexing Coding Ratio Measurement Recording

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehend written reports	Comprehension, Detail/Inference, Informational reports, Recommendation reports, Progress reports, Physical experiment, Proposals, Description of mechanism, Description, Terminology
Writing	Write report	Penmanship, Spelling, Classification, Description, Clarity of expression, Logic, Usage
Speaking	Deliver oral instruction	Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage

Duty E Determining Results by Follow-Up Contact

1 Supervise installation of product
2 Demonstrate operation of equipment; and use of materials or auxiliary equipment
3 Instruct employees on operation of equipment
4 Instruct employees on maintenance of equipment
5 Adjust complaints (including delivery)
6 Inspect product for wear and servicability

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(TASK STATEMENT) SUPERVISE INSTALLATION OF PRODUCTS(S)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD
Actual product Actual material Actual equipment Actual auxiliary equipment or material	Locate any required materials handling equipment Locate labor force Direct specified or chronological order of assembly or movement of product Direct to desired location (after location has been prepared) Secure product Follow-up by checking security of installation	Safety and Hazard (see appendix)

DECISIONS	CUES	ERRORS
Decide time schedule Decide orderly steps to be taken during the course of installation	Competency of labor force layout of physical facilities	Improper installation resulting in inefficiency of operations

(TASK STATEMENT) SUPERVISE INSTALLATION OF PRODUCT(S)

SCIENCE	MATH – NUMBER SYSTEMS
Physical, emotional, and mental considerations (see appendix) Comfort Caution Safety Physical, emotional, and intellectual health Attention Observation Concentration Mental alertness Mental quietude Mental clarity Organization	Set of Real Numbers Rationals Use of Numbers (without calculation) Coordinate system, [Time schedule] Ordering [Chronological order of movement] Basic Arithmetic Skills and Concepts Guess and check method [Movement of product] As it may apply: Dependent on nature and use of product Status and competency of client or audience Math - Number Systems (see appendix)

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Verbal introduction Social	Terminology, Diction, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage
Reading	Comprehension of catalog	Comprehension, Detail/Inference, Informational reports, Recommmendation reports, Physical experiment, Description of mechanism, Terminology
Listening	Conversation Social/Business	Concentration, Note taking
Viewing	Illustration	Recognition of symbols, codes, emblems

(TASK STATEMENT) DEMONSTRATE OPERATION OF EQUIPMENT; USE OF MATERIALS OR AUXILIARY EQUIPMENT

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TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Actual equipment Equipment operators (to include materials or auxiliary equipment)	Review methods necessary for operating equipment Inspect equipment for proper operating procedures Demonstrate equipment to client in a logical sequential order **Interpret client's concerns and questions** Review operation of equipment with client Redemonstrate equipment with client	Safety and Hazard (see appendix)

DECISIONS	CUES	ERRORS
Decide on proper logical and sequential order of demonstration Consider the audience in demonstration being made	Operation of the equipment Size and knowledge of audience	Audience's lack of ability to operate equipment effectively or efficiently

(TASK STATEMENT) DEMONSTRATE OPERATION OF EQUIPMENT; USE OF MATERIALS OR AUXILIARY EQUIPMENT

SCIENCE	MATH – NUMBER SYSTEMS
Physical, emotional, and mental considerations (see appendix) Comfort Caution Safety Physical, emotional, and intellectual health Attention Observation Concentration Mental alertness Mental quietude Mental clarity Organization	Set of Real Numbers [Rationals], Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Geometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic As it may apply: Dependent on nature and use of product Status and competency of client or audience Math - Number Systems (see appendix)

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehend written report	Comprehension, Description of mechanism and terminology
Writing	Write informative report	Penmanship, Spelling, Reports, Business letters, Persuasion and sales technique, Logic, Denotative/Connotative
Viewing	Examine charts and plan	Recognition of symbols, codes, emblems
Speaking	Demonstrating equipment	Terminology, Diction, Enunciation, Clarity of expression, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage

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(TASK STATEMENT) INSTRUCT EMPLOYEES ON OPERATION OF EQUIPMENT

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Actual equipment Audience or operators Manuals of operation	Pass out any relevant material pertaining to the operation of the equipment Give an overview of the operation of equipment Run through operation of equipment, step by step Entertain any questions employees may have Allow employees to operate equipment Critique employees operation of equipment Review operation again	Safety and Hazard (see appendix)

DECISIONS	CUES	ERRORS
Determine methods of instruction **Decide how to positively reinforce**	Degree of audience competency	Failure of audience to understand operation of equipment

(TASK STATEMENT) INSTRUCT EMPLOYEES ON OPERATION OF EQUIPMENT

SCIENCE	MATH – NUMBER SYSTEMS
Personal qualities (see appendix) Professionalism (see appendix) Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally Physical, emotional, and mental considerations: Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, and organization	Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Geometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic As it may apply: Dependent on nature and use of product Status and competency of client or audience Math – Number Systems (see appendix)

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehend data	Comprehension, Detail/inference, Speed/Rate, Informational reports, Recommendation reports, Physical experiment, Description of mechanism, Terminology
Listening	Employee's questions	Auditory discrimination, Discriminate facts from non-facts, Concentration, Logic
Viewing	Illustration	Visual analysis, Detail/Inference, Color discrimination, Recognition of symbols codes, emblems
Speaking	Demonstration	Terminology, Diction, Enunciation, Clarity of expression, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage

(TASK STATEMENT) INSTRUCT EMPLOYEES ON MAINTAINANCE OF EQUIPMENT

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Actual equipment Audience or operators Manuals of operation	Pass out any relevant material pertaining to the maintainance of the equipment Give an overview of the maintainance of equipment Run through maintainance of equipment, step by step Entertain any questions employees may have Allow employees to maintain equipment Critique employee's maintainance of equipment Review maintainance again	Safety and Hazard (see appendix)

DECISIONS	CUES	ERRORS
Determine which components can be maintained by employees and which should be maintained by selling company Determine methods of instruction Determine competence of employees	Audience ability to comprehend instruction Regularity of maintenance to be performed Degree of efficiency required in maintenance	Inappropriate maintenance of equipment resulting in down time – excessive wear Failure of employees to interpret proper maintenance procedure

(TASK STATEMENT) INSTRUCT EMPLOYEES ON MAINTAINANCE OF EQUIPMENT

SCIENCE	MATH – NUMBER SYSTEMS
Personal qualities (see appendix) Professionalism (see appendix) Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular pary type request; Show and describe facilities with appropriate speed and clarity Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face fo unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally Physical, emotional, and mental considerations Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity and organization	Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Geometry Skills and Concepts, Basic Statistical Skills and Concepts, Basic Probability Skills and Concepts, Basic Logic As it may apply: Dependent on nature and use of product Status and competency of client or audience Math – Number System (see appendix)

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Verbal persuasion	Terminology, Diction, Implying, Enunciation, Clarity,of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage
Listening	Conversation	Discriminate facts from non-facts, Recognize opinions, Concentration, Logic, Word definition, Note taking

(TASK STATEMENT) ADJUST COMPLAINTS (INCLUDING DELIVERY)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Customer - client "Communique" used to register complaint	Interpret validity of complaint Confer with customer on necessity or degree of adjustment **Make desirable adjustment** Follow-up to make sure adjustment is adequate and meets customer's expectations	

DECISIONS	CUES	ERRORS
Determine if the complaint is really valid Determine if it is advantageous to adjust complaint Determine if adjustment is possible	Communique from client **Inspection by salesperson**	Over or under adjusting Making wrong adjustment Incorrect adjustment

(TASK STATEMENT) ADJUST COMPLAINTS (INCLUDING DELIVERY)

SCIENCE	MATH – NUMBER SYSTEMS
Personal qualities (see appendix) Professionalism (see appendix) Human considerations (see appendix) Basic human inhibitions (see appendix) Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally Physical, emotional, and mental considerations Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, and organization	Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Geometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic As it may apply: Dependent on nature and use of product Status and competency of client or audience Math - Number Systems (see appendix)

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Deliver oral presentation	Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage
Listening	Comprehend objections	Auditory discrimination, Detection of propaganda devices, Discriminate fact from non-fact, Recognize opinions, Concentration, Logic
Viewing	Comprehend illustration	Visual analysis, Logic, Detail/Inference, Color discrimination, Recognition of symbols, codes, emblems

(TASK STATEMENT) INSPECT PRODUCT WEAR AND SERVICEABILITY

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Product(s) Stock or inventory of material	Develop check list of common areas of frequent wear and necessary servicing Run through check-list Inspect for wear and servicing of less than frequent occurances Evaluate to determine if any servicing is needed Perform service	Safety and Hazard (see appendix)

DECISIONS	CUES	ERRORS
Determine when to make a service inspection Decide on composition of check-list Determine how to perform service on equipment	Point in time Physical condition Customer request	Excessive wear and down time

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(TASK STATEMENT) INSPECT PRODUCT WEAR AND SERVICEABILITY

SCIENCE	MATH – NUMBER SYSTEMS
Personal qualities (see appendix) Professionalism (see appendix) Human considerations (see appendix) Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally Basic human inhibitions (see appendix) Physical, emotional, and mental considerations Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, and organization	Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts. Basic Trigonometry Skills and Concepts, Basic Geometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic As it may apply: Dependent on nature and use of product Status and competency of client or audience Math - Number Systems (see appendix)

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehend written reports	Comprehension, Informational reports, Recommendation reports, Progress reports, Physical experiment, Proposals, Definition, Terminology
Listening	Conversation	Auditory discrimination, Detection of propaganda devices, Discriminate facts from non-facts, Recognize opinions, Logic
Viewing	Audio-Visual equipment	Visual analysis, Logic, Detail/Infer-

Duty F Contacting and Servicing Existing and Perspective Customers

1 Determine sources of information for potential customers
2 Compile and maintain (up-date) potential customers
3 Plan and schedule weekly/monthly appointment schedule
4 Contact person responsible for making client's buying decision
5 Schedule appointments
6 Develop follow-up system
7 Ascertain information on territorial changes
8 Utilize replacement and refill orders as a sales tool (suggestive selling)

(TASK STATEMENT) DETERMINE SOURCES OF INFORMATION FOR POTENTIAL CUSTOMERS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Customers (past) Prospect or business list(s)*(to be all encompassing) ex: telephone directory, chamber of commerce *Resource list: contacts from which **prospect's lists could be compiled or result from** Prospect list: would be those individuals who hopefully would result in new customers derived from resource list	Compile list of sources (where prospect list can be obtained) contacts Delete irrelevant contact sources Compile list of pertinent sources of prospect list Rank sources in order of desirability	

DECISIONS	CUES	ERRORS
Decide where sources are obtainable Decide which sources to use and which to delete Determine order of priority	Nature of market Nature of product Availability of sources	Compiling inappropriate list Failure to discriminate between relevant and irrelevant sources

(TASK STATEMENT) DETERMINE SOURCES OF INFORMATION FOR POTENTIAL CUSTOMERS

SCIENCE	MATH – NUMBER SYSTEMS
Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment Physical, emotional, and mental consideration Concentration, Mental alertness, Mental quietude, Mental clarity, Organization Basic human inhibitions Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines) Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally	Use of Numbers (without calculation) Counting Coordinate system Ordering Indexing Coding Ratio Measurement Recording

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Deliver oral presentation	Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage
Writing	Write report	Penmanship, Spelling, Classification, Description, Logic, Usage
Viewing	Illustration	Auditory discrimination, Recognition of opinions, Concentration, Word definition

(TASK STATEMENT) COMPILE AND MAINTAIN (UP-DATE) POTENTIAL PROSPECT FILE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Pertinent resource lists Relevant prospect list Referrals from daily contacts	Compile systematic approach to file list Compile information on prospects Periodically add pertinent information Periodically delete obsolete information	

DECISIONS	CUES	ERRORS
Determine how to compile information **Decide what information is needed** **Decide how to verify or confirm information** Determine method of up-dating	Feedback from contacts Market area Nature of market	Ineffective prospect file follow-up unproductive leads

(TASK STATEMENT) COMPILE AND MAINTAIN (UP-DATE) POTENTIAL PROSPECT FILE

SCIENCE	MATH – NUMBER SYSTEMS
Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment Physical, emotional, and mental consideration Concentration, Mental alertness, Mental quietude, Mental clarity, Organization Basic human inhibitions Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines) Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally	Use of Numbers (without calculation) Counting Coordinate system Ordering Indexing Coding Ratio Measurement Recording

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehend written reports	Comprehension, Description of mechanism and terminology
Writing	Write inserts and reports	Appropriate diction, Persuasion and sales technique, Denotation/Connotation, Logic, Usage, Penmanship, Spelling, Reports, Business letters
Viewing	Examine charts and plan	Recognition of symbols, codes, emblems

(TASK STATEMENT) PLAN AND SCHEDULE WEEKLY/MONTHLY APPOINTMENT SCHEDULE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Schedule book Planning calendar	Interpret prospect file information to determine potential need Ascertain need for appointment Compile method of approach Contact potential client by written or oral communique	

DECISIONS	CUES	ERRORS
Determine how to contact and schedule **Determine when to contact and schedule** **Determine where to contact and schedule**	Previously compiled information Accessability of client	Contacting wrong person, at wrong time, for wrong reason Failure to make contact

(TASK STATEMENT) PLAN AND SCHEDULE WEEKLY/MONTHLY APPOINTMENT SCHEDULE

SCIENCE	MATH – NUMBER SYSTEMS
Personal qualities (see appendix) Professionalism (see appendix) Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Communicate pride in establishment; Show and describe facilities with appropriate speed and clarity Physical, emotional, and mental considerations Physical, emotional and intellectual health, Attention, Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization	Use of Numbers (Calculation) Coordinate system [appointment scheduling] Indexing [appointment scheduling] Recording [appointment scheduling]

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Deliver oral presentation	Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage
Listening	Comprehend objections	Auditory discrimination, Detection of propaganda devices, Discrimination of facts from non-facts, Recognize opinions, Concentration, Logic
Viewing	Comprehend illustration	Visual analysis, Logic, Detail/Inference, Color discrimination, Recognition of symbols, codes, emblems

(TASK STATEMENT) CONTACT PERSON RESPONSIBLE FOR MAKING CLIENT'S BUYING DECISION

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Client, perspective and list Actual client	Initiate communique to perspective client Schedule appointment Review material which is pertinent to contact Confirm having made contact with person responsible for buying decision	

DECISIONS	CUES	ERRORS
Decide who is responsible for buying decision Determine when to contact Determine how to contact	Potential client needs Referrals Client's referral	Contacting person not responsible for making buying decision

(TASK STATEMENT) CONTACT PERSON RESPONSIBLE FOR MAKING CLIENT'S BUYING DECISION

SCIENCE	MATH – NUMBER SYSTEMS
Personal qualities (see appendix) Professionalism (see appendix) Human consideration Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Communicate pride in establishment; Show and describe facilities with appropriate speed and clarity Physical, emotional, and mental considerations Physical, emotional and intellectual health, Attention, Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization	Use of Numbers (Calculation) Coordinate system [appointment scheduling] Recording [appointment scheduling]

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehend written reports/schedules	Comprehension, Description of mechanism, Terminology
Writing	Write report	Penmanship, Spelling, Classification, Description, Clarity of expression, Logic, Usage
Speaking	Deliver oral instruction	Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Gestures, Dress, Facial and body features, Poise

(TASK STATEMENT) SCHEDULE APPOINTMENTS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Schedule book Planning calendar	Interpret prospect file information to determine potential need Ascertain need for appointment Compile method of approach Contact potential client by written or oral communique Actually schedule appointment Confirm appointment time and place	

DECISIONS	CUES	ERRORS
Determine when to schedule appointment Determine where (to include physical facility and location) to schedule appointments Determine individuals to be present during appointment scheduled	Previously compiled information Accessability of client Mode and time of transportation to client's place of business Weather conditions Accomodations Arrival and departure time Amount of time available with client Other appointments on schedule	Scheduling conflicting appointment times and dates Inability to keep appointment committments Possibility of client or potential client developing negative attitude toward salesperson-or salesperson's ability to plan ahead

(TASK STATEMENT) SCHEDULE APPOINTMENTS

SCIENCE	MATH – NUMBER SYSTEMS
Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment Physical, emotional, and mental consideration Concentration, Mental alertness, Mental quietude, Mental clarity, Organization Basic human inhibitions Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines) Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally	Use of Numbers (Calculation) Coordinate system [appointment scheduling] Recording [appointment scheduling]

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehend written reports	Comprehension, Detail/Inference, Informational reports, Recommendation reports, Progress reports, Physical experiment, Proposals, Description of mechanism, Definition, Terminology
Writing	Write report	Penmanship, Spelling, Classification, Description, Clarity of expression, Logic
Speaking	Make oral appointment	Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage

(TASK STATEMENT) DEVELOP FOLLOW-UP SYSTEM

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
File Calendar - yearly Plan books Notes from original visits	Make notation of follow-up date on calendar on file Pull file pertaining to initial visit Make note of conversation from initial contact Initiate appropriate communique Reinforce purpose of original visit	

DECISIONS	CUES	ERRORS
Determine timely follow-up date Determine filing system Determine system of notating pertinent information	Client's original response	Untimely follow-up

(TASK STATEMENT) DEVELOP FOLLOW-UP SYSTEM

SCIENCE	MATH – NUMBER SYSTEMS
Human considerations Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment Physical, emotional, and mental considerations Mental alertness, Mental quietude, Mental clarity, Organization Basic human inhibitions Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment to personal value sets which inhibit open interpersonal communication, Excessive mental activity to the complete exclusion of intuitive body expression	Use of Numbers (Calculation) Coordinate system [appointment sched...] Indexing [appointment scheduling] Recording [appointment scheduli...

(a)

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Deliver oral presentation	Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage
Listening	Comprehend objections	Auditory discrimination, Detection of propaganda devices, Discrimination of facts from non-facts, Recognize opinions, Concentration, Logic
Viewing	Comprehend illustration	Visual analysis, Logic, Detail/Inference, Color discrimination, Recognition of symbols, codes, emblems

(TASK STATEMENT) ASCERTAIN INFORMATION ON TERRITORIAL CHANGES

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Census data Primary and secondary data Research reports Statistical studies of market changes and conditions Observation of socio-economic conditions	Read growth and expansion data Interpret local, state or national concensus figures relative to population **Interpret business expansion vs. business relocation** Decline or increase of population Analyze all primary and secondary to segment markets (market segmentation procedures)	

DECISIONS	CUES	ERRORS
Determine method of segmenting market Determine method of analyzing and interpreting data	Available data - concensus observation and studies	Failure to realize radical changes in market segments and conditions

(TASK STATEMENT) ASCERTAIN INFORMATION ON TERRITORIAL CHANGES

SCIENCE	MATH – NUMBER SYSTEMS
Human considerations Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment Physical, emotional, and mental considerations Mental alertness, Mental quietude, Mental clarity, Organization Basic human inhibitions Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment to personal value sets which inhibit open interpersonal communication; Excessive mental activity to the complete exclusion of intuitive body expression *An awareness of market research procedures and interpretations of findings are imperative in the completion of this task in order to determine market conditions and identify market segments	Basic Probability Skills and Concepts Determine probability of sample events; use of probability in prediction of mass behavior vs. unpredictability of single events Basic Logic Symbolism Deductive or industive Implications/converse/inverse/contrapositive Arguments/test for validity Proof Direct Paragraph/two column Indirect Basic Statistical Skills and Concepts Representative sampling from population; measurement of central tendency via mean (average), median, standard deviation; techniques of statistical analysis and statistical inference

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehend written reports	Comprehension, Detail/Inference, Informational reports, Recommendation reports, Physical experiment, Description of mechanism, Definition, Terminology
Writing	Write report	Penmanship, Description, Clarity of expression, Logic, Usage
Viewing	Examine charts and plan	Word definition, Recognition of symbols, codes, emblems

(TASK STATEMENT) UTILIZE REPLACEMENT AND REFILL ORDERS AS A SALES TOOL (SUGGESTIVE SELLING)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Samples Mock-ups Graphic and visual tools Reports and findings A keen awareness of the techniques and methods applied to suggestive selling are imperative to the completion of this task	Analyze existing product line of client Suggest expansion or increasing existing product line Utilize methods of trading-up and increasing sales	

DECISIONS	CUES	ERRORS
Determine if product line expansion would be profitable Determine how product line expansion or increasing will provide increased profits	Physical operation Acception and rejection of expansion of product line	Not to suggest Failure to increase client's order Suggesting inappropriate items

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(TASK STATEMENT) UTILIZE REPLACEMENT AND REFILL ORDERS AS A SALES TOOL (SUGGESTIVE SELLING)

SCIENCE	MATH – NUMBER SYSTEMS
Personal qualities (see appendix) Professionalism (see appendix) Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally	Set of Real Numbers Use of Numbers (without calculation) Fundamental Operations (Calculation) Basic Arithmetic Skills and Concepts Use of Computing Devices and Mechanical Aids Basic Measurement Skills and Concepts As it may apply: Dependent on nature and use of product Status and competency of client or audience

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehend written reports	Informational reports, Comprehension, Detail/Inference, Physical experiment Proposals, Description of mechanism, Definition, Terminology
Viewing	Illustration	Visual analysis, Logic, Detail/Inference, Recognition of symbols, codes, emblems

Duty G Developing and Implementing Proper Sales Promotion and Product Promotion Plan

1 Develop ''customer relation'' procedure
2 Determine methods of keeping advised of promotional techniques (of products and firm)
3 Determine method of product, company and sales publicity
4 Determine method of displaying product(s) in conjunction with exhibitions, trade fairs, and special events
5 Exhibit goodwill through effective ''public relations'' program

(TASK STATEMENT) DEVELOP ''CUSTOMER RELATION'' PROCEDURE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
*''Customer Relations'' plan-of-attack **to include customer services *Because ''Customer relations'' is an important and essential part of any sales organization - one should consider implementing a customer relations program without any cues **Customer services to include anything which would prove beneficial, economical, efficient, and complimentary to a particular operation	Establish rapport with client Build confidence Nurture trust Inform client of available service from representative company Extend available assistance to client	

DECISIONS	CUES	ERRORS
Determine how to build ''customer relations'' through a comprehensive plan of attack - which is all encompassing	Positive or negative feeling on the part of the client with regards to the product or company the salesperson is representing	Failure to establish good rapport

(TASK STATEMENT) DEVELOP "CUSTOMER RELATION" PROCEDURE

SCIENCE	MATH – NUMBER SYSTEMS
Personal qualities (see appendix) Professionalism (see appendix) Human considerations Maintain customer's illusion of privacy by avoiding excessive noise or movement; Maintain regard for differing views on maximum efficiency of the operation; Communicate pride in establishment Basic human inhibitions Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment to personal value sets which inhibit open interpersonal communication; Excessive mental activity to the complete exclusion of intuitive body expression Physical, emotional, and mental considerations Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration mental alertness, mental quietude, mental clarity, and organization	

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Verbal introduction Social conversation	Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage
Listening	Social/business conversation	Concentration, Note taking
Viewing	Illustration	Visual analysis, Logic, Recognition of symbols, codes, emblems

(TASK STATEMENT) DETERMINE METHODS OF KEEPING ADVISED OF PROMOTIONAL TECHNIQUES (OF PRODUCTS AND FIRM) 111

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Journals (promotions) Ad agencies Promotion department (if large enough company) Special promotional publication	Compile list of pertinent resources as they apply to promotional methods and techniques Secure, read, and interpret promotional data Apply pertinent data to the promotion of the product at hand	
DECISIONS	**CUES**	**ERRORS**
Determine available and up-to-date sources of promotional techniques Determine which and how to apply promotional data to product(s)	Availability of pertinent promotional material in conjunction with product	Failure to obtain and use up-to-date material which would enhance the promotion of the product

(TASK STATEMENT) DETERMINE METHODS OF KEEPING ADVISED OF PROMOTIONAL TECHNIQUES (OF PRODUCTS AND FIRM)

SCIENCE	MATH – NUMBER SYSTEMS
Personal qualities (see appendix) Professionalism (see appendix) Human considerations Maintain customer's illusion of privacy by avoiding excessive noise or movement; Maintain regard for differing views on maximum efficiency of the operations; Communicate pride in establishment Basic human inhibitions Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment to personal value sets which inhibit open interpersonal communication; Excessive mental activity to the complete exclusion of intuitive body expression Physical, emotional, and mental considerations Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alerness, mental quietude, mental clarity, and organization	Use of Numbers (without calculation) Coordinate system [Interpret data] Indexing [Index data] Recording [Record data]

COMMUNICATIONS		
PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehend reports Catalogs	Comprehension, Detail/Inference, Informational reports, Recommendation reports
Listening	Social/business conversation	Concentration, Note taking
Viewing	Illustration	Recognition of symbols, codes, emblems

(TASK STATEMENT) DETERMINE METHOD OF PRODUCT, COMPANY AND SALES PUBLICITY

TOOLS, EQUIPMENT, [illegible]ERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Material novelty advertising devices Gratuities (ex: sporting events tickets) Home company promotional devices (with regards to company, products, or salesperson)	Employee a novelty advertising specialist Derive clients likes and dislikes with regards to interests Supply client with publicity material (as it applies to company, products, salesperson) Mail or drop off novelty devices	

DECISIONS	CUES	ERRORS
Determine what novelty and promotional devices to incorporate	What is available Customer's interest and personality	Failure to keep client informed of company's image Failure to keep company's name in front of client

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(TASK STATEMENT) DETERMINE METHOD OF PRODUCT, COMPANY AND SALES PUBLICITY

SCIENCE	MATH – NUMBER SYSTEMS
Personal qualities (see appendix) Professionalism (see appendix) Human considerations Maintain customer's illusion of privacy by avoiding excessive noise or movement; Maintain regard for differing views on maximum efficiency of the operations; Communicate pride in establishment Basic human inhibitions Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment to personal value sets which inhibit open interpersonal communication; Excessive mental activity to the complete exclusion of intuitive body expression Physical, emotional, and mental considerations Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, and organization	Use of Numbers (without calculation) [Quantity and quality] Counting Coordinate system Ordering Indexing Coding Ratio Measurement Recording

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Writing	Business letters	Penmanship, Spelling, Memo format, Reports, Business letters, Terminology, Appropriate diction, Clarity of expression, Persuasion and sales technique
Speaking	Deliver oral conversation	Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage
Viewing	Illustration	Recognition of symbols, codes, emblems

(TASK STATEMENT) DETERMINE METHOD OF DISPLAYING PRODUCT(S) IN CONJUNCTION WITH EXHIBITIONS, TRADE FAIRS, AND SPECIAL EVENTS

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TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Actual product, equipment, and materials Display fixtures and props Display booth Product literature Novelty devices	Compile list of schedule fairs, exhibitions, and events for up-coming year Secure reservations at above events for self and client (s) Confirm reservations for accomodations Secure materials and equipment to be displayed Set up at exhibition	Safety and Hazard (see appendix)

DECISIONS	CUES	ERRORS
Decide what equipment and materials need to be taken to special event exhibitions Decide what display techniques to employ	What events are available Where events are scheduled What would be of interest to clients	Failure to be aware of up-coming events

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(TASK STATEMENT) DETERMINE METHOD OF DISPLAYING PRODUCT(S) IN CONJUNCTION WITH EXHIBITIONS, TRADE FAIRS, AND SPECIAL EVENTS

SCIENCE	MATH – NUMBER SYSTEMS
Personal qualities (see appendix) Basic human inhibitions Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment to personal value sets which inhibit open interpersonal communication; Excessive mental activity to the complete exclusion of intuitive body expression Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally	Use of Numbers (without calculation) Counting Coordinate system Ordering Indexing Coding Ratio Measurement Recording

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Verbally make arrangements	Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage
Reading	Comprehend schedules	Comprehension, Detail/Inference, Recommendation reports, Physical experiment, Description of mechanism, Terminology
Listening	Conversation	Concentration, Note taking
Viewing	Illustration	Recognition of symbols, codes, emblems

(TASK STATEMENT) EXHIBIT GOOD WILL THROUGH EFFECTIVE "PUBLIC RELATIONS" PROGRAM

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Available public relations* methods, techniques, and materials *Public relations: to include local community, civic, youth organizations, state, country and organized groups' affairs and programs in conjuction with a consciencious effort to contribute time, money or advice	Develop plan of attack for a public relations campaign If feasible, employ ad agency to carry on institutional advertising Initiate public relations program aimed at building good will Initiate on-going public relations program	
DECISIONS	**CUES**	**ERRORS**
Decide on competent ad agency Determine scope of public relations program and purpose	Current status of company's image Availability of public relations material and programming	Failure to maintain or create positive company image

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(TASK STATEMENT) **EXHIBIT** GOOD WILL THROUGH EFFECTIVE ''PUBLIC RELATIONS'' PROGRAM

SCIENCE	MATH – NUMBER SYSTEMS
Personal qualities (see appendix) Professionalism (see appendix) Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally Physical, emotional, and mental considerations Comfort, mental alertness Caution, mental quietude Safety, mental clarity Physical, emotional, and intellectual health Attention, organization Observation Concentration	Use of Numbers (without calculation) Coordinate system [Plan of attack]

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COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehend written reports	Comprehension, Detail/Inference, Informational reports, Physical experiment, Description of mechanism, Terminology
Written	Write letter	Penmanship, Spelling, Classification, Description, Logic, Usage

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Duty H Writing Reports

1 Write reports on completed and uncompleted sales
2 Write reports on sales prospects and contacts
3 Write reports on competitors' products
4 Write reports on credit ratings of customers
5 Record and maintain salesperson's expense accounts
6 Maintain sale progress report charts

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(TASK STATEMENT) WRITE REPORTS ON COMPLETED AND UNCOMPLETED SALES

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Sales report form(s)	Compile ratio of sales attempted to sales completed Write rough draft on what transpired during sales contact Review sales report for accuracy Make notations of errors during contact (salesperson) Make notation of strong points (salesperson) Make notations of client's subordinates (interests) Compile narrative report only on completed and uncompleted sales	

DECISIONS	CUES	ERRORS
Determine relevant information to include in report	What transpired during contact format of report Information which would prove informative in future	Meaningless report, too much jargon - useless report

(TASK STATEMENT) WRITE REPORTS ON COMPLETED AND UNCOMPLETED SALES

SCIENCE	MATH – NUMBER SYSTEMS
Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment Physical, emotional, and mental considerations Comfort, Safety, Physical, emotional and intellectual health, Attention, Concentration, Mental clarity, Organization Basic human inhibitions Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment to personal value sets which inhibit open interpersonal communication; Excessive mental activity to the complete exclusion of intuitive body expression Conditions for healthy and growth-directed job performance (see appendix)	Use of Numbers (without calculation) Counting Coordinate system Ordering Indexing Coding Ratio Measurement Recording

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehend written reports	Comprehension, Detail/Inference, Informational reports, Recommendation reports, Progress reports, Physical experiment, Proposals, Description of mechanism, Definition, Terminology
Viewing	Illustration	Visual analysis, Logic, Recognition of symbols, codes, emblems
Writing	Write reports	Spelling, Classification, Memo format, Description, Reports, Terminology, Clarity of expression, Logic, Usage

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(TASK STATEMENT) WRITE REPORTS ON SALES PROSPECTS AND CONTACTS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Sales prospect and contact form(s)	Gather information of client Include pertinent information into report form Review information for accuracy Organize material into an easy access form or format in order to have readily available (cross reference) Review up-date files on prospects	

DECISIONS	CUES	ERRORS
Determine what information is important enough to be included in customer files Decide on efficient and effective method of filing	Method and availability of deriving information on a client Actual format of report form	Failure to compile and have available relevant and pertinent information on prospect client

(TASK STATEMENT) WRITE REPORTS ON SALES PROSPECTS AND CONTACTS

SCIENCE	MATH – NUMBER SYSTEMS
Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment Physical, emotional, and mental considerations Comfort, Safety, Physical, emotional and intellectual health, Attention, Concentration, Mental clarity, Organization Basic human inhibitions Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment to personal value sets which inhibit open interpersonal communication; Excessive mental activity to the complete exclusion of intuitive body expression Conditions for healthy and growth-directed job performance (see appendix)	Use of Numbers (without calculation) Counting Coordinate system Ordering Indexing Coding Ratio Measurement Recording

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehend written reports/letters	Comprehension, Description of mechanism and terminology
Written	Write inserts	Penmanship, Spelling, Reports, Business letters, Diction, Persuasion, Denotation/Connotation, Logic
Viewing	Examine catalog	Recognition of symbols, codes, emblems

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(TASK STATEMENT) WRITE REPORTS ON COMPETITORS' PRODUCTS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Competitor's product Competitor's product analysis form (a comparison form - comparing **competitor's product to own)** Available product analysis data and literature on competitor's product	If possible secure competitor's product Read any available reports on product Interpret any Research and Development report data on competitor's product Interpret input from existing customers Contrast and compare competitor's product to ours on proper comparison report form Make notations and pertinent information relevant to future sales (on form)	

DECISIONS	CUES	ERRORS
Decide on what needs to be compared	Competitor's position in the market	Failure to remain competitive

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(TASK STATEMENT) WRITE REPORTS ON COMPETITORS' PRODUCTS

SCIENCE	MATH – NUMBER SYSTEMS
Physical, emotional, and mental considerations Physical, emotional and intellectual health, Attention, Observation, Concentration, Mental clarity, Organization Basic human inhibitions Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment to personal value sets which inhibit open interpersonal communication; Excessive mental activity to the complete exclusion of intuitive body expression Conditions for healthy and growth-directed job performance (see appendix)	Use of Numbers (without calculation) Counting Coordinate system Ordering Indexing Coding Ratio Measurement Recording

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehend written report	Comprehension, Detail/Inference, Informational reports, Recommendation reports, Progress reports, Physical experiment, Proposals, Description of mechanism, Definition, Terminology
Writing	Write reports	Spelling, Classification, Description, Reports, Terminology, Clarity of expression, Logic, Usage
Viewing	Illustration	Visual analysis, Logic, Recognition of symbols, codes, emblems

(TASK STATEMENT) WRITE REPORTS ON CREDIT RATINGS OF CUSTOMERS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Dunn and Bradstreet credit rating directory Local credit rating agencies	Consult Dunn and Bradstreet directory Arrive at customer's credit rating Note credit rating in proper report form Up-date and follow-up client's credit status	

DECISIONS	CUES	ERRORS
Determine if client's credit rating is acceptable with company's requirements and policies	Standard operating procedures Company's credit policy requirements	Accepting customer with inacceptable credit rating

(TASK STATEMENT) WRITE REPORTS ON CREDIT RATINGS OF CUSTOMERS

SCIENCE	MATH – NUMBER SYSTEMS
Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment Physical, emotional, and mental considerations Comfort, Safety, Physical, emotional and intellectual health, Attention, Concentration, Mental clarity, Organization Basic human inhibitions Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment to personal value sets which inhibit open interpersonal communication; Excessive mental activity to the complete exclusion of intuitive body expression Conditions for healthy and growth-directed job performance (see appendix)	Use of Numbers (without calculation) Counting Coordinate system Ordering Indexing Coding Ratio Measurement Recording

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COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Interpret reports	Comprehension, Detail/Inference, Informational reports, Recommendation reports
Listening	Communicate	Auditory discrimination, Detection of propaganda devices, Discriminate fact from non-fact, Recognize opinions, Concentration, Logic, Note taking
Writing	Write reports	Spelling, Classification, Description, Reports, Terminology, Clarity of expression, Logic, Usage

(TASK STATEMENT) RECORD AND MAINTAIN SALESPERSON'S EXPENSE ACCOUNT

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TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Expense account form Applicable receipts	Obtain tangible receipts Break receipts down into various required categories Record various expenditures of proper form Compute actual categorical totals Submit for approval Maintain record on proper form of expenses	

DECISIONS	CUES	ERRORS
Determine which expenses are applicable **Decide when to submit**	Standard company policy regarding expenses	Not to maintain accurate record of expenses Not securing receipts Receiving inaccurate reinbursment on expenses

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(TASK STATEMENT) RECORD AND MAINTAIN SALESPERSON'S EXPENSE ACCOUNT

SCIENCE	MATH – NUMBER SYSTEMS
Human considerations (see appendix) Physical, emotional, and mental considerations Concentration, Mental alertness, Mental quietude, Mental clarity, Organization Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintian open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally	Use of Numbers (without calculation) Counting Coordinate system Ordering Indexing Coding Ratio Measurement Recording

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehend written reports	Comprehension, Information reports, Recommendation reports, Progress reports, Physical experiment, Proposals, Description of mechanism, Definition, Terminology
Listening	Conversation	Auditory discrimination, Detection of propaganda devices, Discriminate fact from non-fact, Recognize opinions, Concentration, Logic
Writing	Write records	Penmanship, Spelling, Classification, Description, Terminology, Clarity of expression, Logic

(TASK STATEMENT) MAINTAIN SALES PROGRESS REPORT CHARTS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Graph Salesperson's incentive programs, devices, and techniques	Set realistic sale's goal Develop a pictorial or visual graph depicting goal Arrive at method of recording progress toward achievement of goal Record progress	
DECISIONS	**CUES**	**ERRORS**
Determine how to set an accurate and realistic goal **Determine how to record progress and acheivement**	Company expectations Salesperson's own self-confidence of achievement	Failure to set and/or attain a realistic goal

(TASK STATEMENT) MAINTAIN SALES PROGRESS REPORT CHARTS

SCIENCE	MATH – NUMBER SYSTEMS
Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment Physical, emotional, and mental considerations Comfort, Safety, Physical, emotional and intellectual health, Attention, Concentration, Mental clarity, Organization Basic human inhibitions Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment to personal value sets which inhibit open interpersonal communication; Excessive mental activity to the complete exclusion of intuitive body expression Conditions for healthy and growth-directed job performance (see appendix)	Use of Numbers (without calculation) Counting Coding Coordinate system Ordering Indexing Ratio Measurement Recording

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Viewing	Illustration	Visual analysis, Logic, Recognition of symbols, codes, emblems

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APPENDIX

SAFETY AND HAZARD

At this point, note that specific or determinable safety procedures or hazards encountered by the industrial salesperson are of a general nature. The industrial salesperson will have to have a general and constant awareness of safety procedures—dictated by the nature of the product he/she is selling—and the use of the product he/she is demonstating or selling.

The basic reason for not being able to list specific instances is due to the vast difference in various industrial products—and the various safety procedures which apply to each. For example, an industrial salesperson selling a product involved with construction, obviously would have to be constantly aware of the need of a hard hat; an industrial salesperson selling to a machine shop would need to be aware of the need for safety goggles and of the various safety devices on large machinery. It would be safe at this time to say, the safety and hazard would be of a general nature—yet ALL ENCOMPASSING as it applies to industrial sales.

MATH - NUMBER SYSTEMS

The rationale behind this area lies within two very basic, yet important considerations. First, the nature and use of the industrial product being sold. This difference is as vast as the difference between light switches and nuclear reactors for industrial or institutional use. At this point, the vastness and complexity of mathematical systems as they are employed by an industrial salesperson are just as vast as the example stated above (from the simple to the most complex).

Second. consideration with regards to mathematics as applicable to industrial sales lies with the status and competency of one's particular client or audience. In selling nuclear reactors, the approach used with a city mayor would differ to the approach used to the city engineers (who would be inclined to better understand technical and statistical data given during the sales presentation).

These two considerations must be given careful thought when approaching needed mathematical systems to insure competency on the part of the industrial salesperson

BEHAVIORAL SCIENCE CODE

I. Personal Qualities
   A. Exhibit capacity to ascertain personal qualities of client (skills, knowledge, character, flexibility, learning capacity)
   B. Exhibit capacity to foster trust
   C. Exhibit capacity to accurately reflect business operation environment and job expectations
   D. Exhibit capacity to engender clear statement of rationale
   E. Exhibit capacity to listen openly and attentively (without bias) in the communication process
   F. Exhibit qualities of tact, poise, consideration, graciousness and imagination

II. Professionalism
   A. Maintain capacity to foster trust
   B. Maintain capacity to foster confidentiality
   C. Maintain capacity to foster cooperation
   D. Maintain capacity to generate integrity
   E. Maintain capacity to cope with conflict behavior
   F. Maintain capacity to function efficiently when encountering fast changing, multiple, personal or situational variables
   G. Exhibit qualities of self-confidence, self-control, self-reliance, self-respect and adaptability

III. Human Considerations
   A. Maintain customer's illustion of privacy by avoiding excessive noise or movement
   B. Grant appropriate regard for customer's personal space (convenience and special interests)
   C. Maintain regard for differing views on maximum efficiency of the operations
   D. Grant appropriate regard for customer's unique needs
   E. Exhibit capacity to ascertain best service for the particular party type request
   F. Show and describe facilities with appropriate speed and clarity
   G. Communicate pride in establishment

IV. Physical, Emotional and Mental Considerations
   A. Comfort
   B. Caution
   C. Safety

D. Physical, emotional and intellectual health
E. Attention
F. Observation
G. Concentration
H. Mental alertness
I. Mental quietude
J. Mental clarity
K. Organization

V. Basic Human Inhibitions
A. Excessive anticipation of expected events
B. Excessive preoccupation with fantasy
C. Excessive preoccupation with past experiences
D. Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines)
E. Excessive attachment to personal value sets which inhibit open interpersonal communication
F. Excessive mental activity to the complete exclusion of intuitive body expressions

VI. Conditions for Healthy and Growth-Directed Job Performance
A. Awareness of one's changing emotional states
B. Awareness of one's changing physical states
C. Awareness of one's unlimited intellectual activities
D. Awareness of one's diverse, intuitive (creative) capacities
E. Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables
F. Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally